

REMARKS

In light of the above amendments and remarks to follow, reconsideration and allowance of this application are respectfully requested.

Claims 1-7 are pending in this application. Claims 8-15 are canceled.

Claims 1-15 were rejected under 35 U.S.C. §102(e) as being anticipated by Roth et al. (U.S. Patent 6,285,987). The present claims now recite "wherein an advertisement object designated by the winning bidder is inserting into the advertisement space of the content data streamed to the recipient." (Claims 1 and 7) This feature of the present invention is shown in Figure 7 and supported on page 19, lines 10-26 of the specification. For example, the present invention may be applicable to auctioning product placements in on-demand video streamed to a customer. Applicants respectfully assert that Roth does not disclose inserting an advertisement object into content data streamed to a recipient. Rather, Roth discloses placing an advertisement into a web page on a recipient's terminal. Roth does not discuss streamed content data; much less inserting an object into the streamed content data. Accordingly, Roth fails to anticipate the present invention and the rejected claims should now be allowed.

As it is believed that all of the rejections set forth in the Official Action have been fully met, favorable reconsideration and allowance are earnestly solicited.

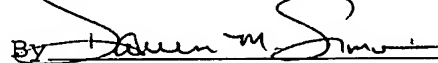
If, however, for any reason the Examiner does not believe that such action can be taken at this time, it is respectfully requested that he/she telephone applicant's

attorney at (908) 654-5000 in order to overcome any additional objections which he might have.

If there are any additional charges in connection with this requested amendment, the Examiner is authorized to charge Deposit Account No. 12-1095.

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Respectfully submitted,

By 

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